This document may contain sensitive information concerning the operation of the District of Columbia Public Library, and should be handled accordingly.

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District of Columbia Public Library (DCPL)
Five –Year Plan (2003 – 2007)

BACKGROUND

The District of Columbia Public Library (DCPL) was created by an Act of Congress in 1896 "to furnish books and other printed matters and information services convenient to the homes and offices of all residents of the District." The establishment of the Library was largely due to the long and arduous efforts of Theodore W. Noyes, editor of The Evening Star. Mr. Noyes served as President of the Board of Library Trustees for 50 years.

The large, modern Martin Luther King, Jr. Memorial Library at 9th and G Streets, N.W., replaced the Central Library in 1972. The new MLK Memorial Public Library was designed by Mies van der Rohe, and is eight times the size of the original Carnegie Library. The first branch library was built in 1912 in Takoma Park, and additional facilities were added over the years. The public libraries in the District of Columbia now includes twenty one (21) neighborhood libraries, four (4) community libraries, a kiosk, a regional library for the blind and physically handicapped, a mobile service for senior citizens, and mobile service for the Reach Out and Read (ROAR) program for licensed child caregivers. All facilities are accessible to the handicapped for basic services.

The library has a long history of providing services to the residents of the District of Columbia and has a mandate to support the educational efforts of citizens of all ages whether in school or out. The Library is a major center for those who seek to develop themselves in job-related and other skills, arts, sciences, and personal independence. With approximately 358,000 active registered borrowers, the Martin Luther King, Jr. Memorial Library, branches, and outreach services circulates over 1.2 million items.

The library also provides strong support to government, businesses, and community organizations in and around the District of Columbia through the special information resources of the 16 subject divisions of the Martin Luther King Memorial Library. The District of Columbia Public Library serves as the State Library Administrative Agency for the District of Columbia for the purposes of administering the federal grant program.

OVERVIEW

As part of an extensive strategic planning effort the following needs have been identified, that are consistent with the purpose of the Federal LSTA, and have been selected for inclusion in the District of Columbia LSTA State Program Five-year Plan:

1. Given the current economic climate and static or declining public library budgets, the public libraries in the District of Columbia will need to pursue additional revenue services. A dedicated staff person is needed to coordinate, monitor, and administer LSTA, and all other grant activity.

2. To narrow the digital divide and to move residents of the District of Columbia toward full information literacy, the public libraries in the District of Columbia will provide both the technology and the training necessary to ensure that all DC residents have free and equitable access to a wide variety of information resources.

3. Providing lifelong learning and literacy improvement opportunities in libraries across the city could help to address the District of Columbia's high illiteracy rate.

4. Children in the District of Columbia, especially those who are falling behind national norms, can benefit from library-based educational and literacy enhancement programs.

5. Residents of the District of Columbia with diverse cultural and socio-economic backgrounds, disabilities and other underserved populations can benefit from targeted outreach services provided by the public libraries in the District of Columbia and in collaboration with other agencies.

6. The quality of reference service for DCPL customers will be enhanced by training programs designed to develop a cadre of reference staff with high level information technology skills equipping them to be information knowledge navigators, who will then train their colleagues.

7. Developing programs and collaborating with other agencies and types of libraries in the area of local history resources will promote resource sharing and preservation.

8. Access to federal government documents at the central library of the District of Columbia Public Library can be greatly improved by a complete re-structuring of the government documents program.

9. The importance of library collections and services in the area of Black history and culture and the dissemination of information about these collections and services in the District of Columbia can be enhanced by the development of a new strategic plan for The Black Studies Division of the Martin Luther King, Jr. Memorial Library.

10. The success of all library service programs in the District of Columbia will be enhanced by a vigorous public awareness program.

MISSION

The Mission of the District of Columbia Public Library is to provide environments that invite reading, learning, and community discussion; trained staff and technology to help in finding, evaluating, and using information; and opportunities for children, teenagers, adults, and senior citizens to learn and use information resources for personal growth and development.

THE DC PUBLIC LIBRARY NEEDS

NEED #1
A dedicated staff person is needed to coordinate, monitor, and administer all grant activities for the DC Public Library System.

Summary Needs Assessment

- Budgetary constraints necessitate a vigorous grant-writing program for the continued success of public library services in the District of Columbia.

- The need to research and identify potential grant opportunities, the complexity of the grant application process, and the importance of thorough and efficient monitoring of grant activities can be done best by a staff member dedicated to that process.

- The success of the LSTA program in the District of Columbia would be improved by a staff member with dedicated responsibilities to administrate and monitor this program.

Goal #1
Increase and improve granting activity at DCPL.

LSTA Purpose
Electronically linking libraries with educational, social, or information sources; paying costs for libraries to acquire or share computer systems and telecommunications technologies; establish, or enhance electronic linkages among, or between libraries.

Key Output Targets:

- Develop a position description for a grants administrator by November 2002.

- Hire a grants administrator by January 2003.

- Develop a sub-grant procedure for LSTA funding.

Key Outcome Targets:

- Increase number of grant applications by 10% in each year of the plan.

- Increase the number of successful grant applications by two each year of the plan.

- Meet LSTA, and all other grant monitoring deadlines 100% of the time.

- By 2007 three sub-grants will be awarded.

Program:

1. Grant administrator will develop a program to work closely with all library staff to identify grant opportunities, and to assist with the grant funding applications. *Timeframe: FY2003-2007*

2. Grant administrator will conduct in-service training to help library staff in all areas related to the grant process. *Timeframe: FY2003-2007*

3. Grants administrator will coordinate a Grants Council, established by the Director, which functions as a central clearinghouse for all grants at DCPL. *Timeframe: FY2003-2007*

4. Grants administrator will coordinate a LSTA Grants Advisory Committee charged with oversight of the LSTA program at DCPL, including sub-granting activities*. Timeframe: FY2003-2007*

NEED #2

The residents of the District of Columbia need increased access to technology, training, and information resources.

Summary Needs Assessment

- Although the digital divide has narrowed for some segments of the population, access to technology is still limited for residents with lower income, and educational levels.

- Providing more computers for public use is a necessary, but not sufficient response, to the lack of access to technology. Public libraries must also offer training programs in order to assist residents in the effective use of technology.

- The DCPL web-based online catalog needs to be enhanced to give the residents of the District of Columbia full access to the full range of integrated online library services, including personalized library services, push technologies, and online access to serial publications.

Goal #2
Narrow the digital divide for the residents of the District of Columbia by providing increased access to public computing, and the training to use the computing resources.

LSTA Purpose
To pay costs for libraries to acquire or share computer systems and telecommunications technologies. To target library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below poverty line.

Key Output Targets:

- The total number of public computers in public libraries in the District of Columbia will be increased from 220 to 350 by June 2007.

- By June 2007, a technology refresh program will be developed and implemented.

- Each year DCPL will increase the number of library technology training opportunities for patron by 5%.

- By January 2003 implement the iBistro component of the SIRSI integrated online library system that provides a full range of e-library functionality.

Key Outcome Targets:

- By July 2007, the use of the public computers will increase by 15%.

- By June 2005, 75% of the public computers in DCPL will meet the current recognized standards for both hardware and software.

- Each year the number of residents participating in technology training opportunities at public libraries in the District of Columbia will increase by 200.

- Hits on the DCPL web catalog will increase by 15% after the introduction of iBistro.

Program:

1. Develop technology refresh programs that replace 1/3 of all public computers, and peripherals each year. *Timeframe: January 2003-June 2003*

2. Provide a full suite of computer training opportunities for the public to include basic computer skills, software applications, Internet training, and information literacy skills. *Timeframe: FY2003-2007*

3. Develop design for new computer labs in new, and renovated facilities. *Timeframe: FY2003-2004*

4. Implement training programs for library staff, and volunteers to provide training to public library customers in the District of Columbia. *Timeframe: FY2003-2007*

5. Install and maintain iBistro. *Timeframe: January 2003-FY2007.*

6. Install and maintain the SIRSI Serials Module. *Timeframe: September 2003-FY2007.*

NEED #3

Address the District of Columbia's high illiteracy rate by providing life-long learning and literacy improvement opportunities in libraries across the city.

Summary Needs Assessment

- According to the U.S. Department of Education, 62% of the D.C. population fall into the two lowest levels of reading proficiency, and 41%-44% of adults with the lowest levels of literacy live in poverty.

- Illiteracy and poor educational achievement are two of the greatest barriers to employment, self-sufficiency, and family stability for low-income parents of dependent children in the District of Columbia. Services to these populations would be enhanced by developing increased capacity within the DCPL to create and operate educational programs targeted to low-skilled, low-income residents; DCPL has library branches distributed throughout the lower-income neighborhoods of the city, which can provide easy access to these targeted services.

Goal #3
Help to lower the illiteracy rate in the District of Columbia, by providing literacy and other educational programs, and serving as a clearinghouse for literacy services provided by other agencies and organizations throughout the city.

LSTA Purpose
To target library and information services to persons having difficulty using a library, and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below poverty line.

Key Output Targets:

- The number of adults participating in programs and activities to enhance, and motivate life-long learning will increase by 5% each year.

- DCPL will increase job readiness and pre-employment opportunities for Welfare To Work, and Temporary Assistance to Needy Families participants by 10% by September 2007.

Key Outcome Targets:

- By September 2007, more than 15% of people participating in DCPL literacy programs will have improved literacy skills.

Program:

1. The Literacy Resources Division of DCPL will provide a wide variety of services, including workshops, GED Practice Testing, Literacy Helpline Referral information, and

other services that will enhance literacy skills, and promote lifelong learning. *Timeframe: FY2003-2007.*

2. DCPL will partner with other community agencies to refer adults to literacy and computer training for workplace success. *Timeframe: FY2003-2007.*

NEED #4

The children of the District of Columbia need early childhood education opportunities, and structured after-school activities to improve reading and reasoning skills. Young adults in the District of Columbia need strong young adult library programs to attract them to the public library, and to retain them as regular users.

Summary Needs Assessment

- As measured by standardized tests, children in public schools are falling behind national norms for reading. In an effort to seek an alternative, there has been a proliferation of charter schools (many without libraries) and a trend toward home schooling. These alternatives place a greater importance on the public library to provide library services to school-aged children.

- More emphasis is being placed on early childhood education, including parents as first teachers.

- In Stanford 9 Achievement tests scores on reading, D.C. students are now equal, or close to the national levels for "basic and above" in most of the elementary and middle school grades, but their performance in ninth through eleventh grades falls far below their peers in the nation as a whole.

- A growing number of organizations, including the American Library Association, The Search Institute, DeWitt Wallace Reader's Digest Fund, and National 4-H Council recognize that young adults whom are provided constructive, enriching opportunities for growth through creative activities and programs are more likely to develop the assets necessary to succeed in school and in life. An innovative public library program for young adults in the District of Columbia is needed to provide meaningful after-school and summer activities to retain these customers as library users as a means of improving reading skills and encouraging life-long learning.

Goal #4
Improve the reading readiness, and reading skills of D.C. children and young adults by providing a variety of innovative, and creative after school, early childhood, and family literacy programs, especially in areas with large concentration of TANF recipients.

LSTA Purpose
Targeting library and information services to persons having difficulty using a library, and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below poverty line.

Key Output Targets:

- At least 50% of neighborhood libraries in the District of Columbia will develop outreach programs to provide service to charter schools and home schoolers in their neighborhoods.

- Each year of the plan at least 500 children will be visited in their childcare homes or centers by an outreach librarian providing programs, activities and deposit collections.

- By September 2007 at least 500 parents or caregivers of children ages 2-5 will participate in parent education workshops developing skills to encourage their child's school readiness as their first teacher.

- In partnership with four area hospital centers, the library will provide gift books and emergent literacy information to at least 1,500 low-income mothers of newborns each year of the plan.

- By 2005 a new strategic plan for the Young Adult Services program at the Martin Luther King, Jr. Memorial Library will be implemented.

- Teen participation in library programs at the Martin Luther King, Jr. Memorial Library will increase by 20% by September 2007.

- School readiness for children whose parents or caregivers have participated in parent education workshops will improve.

- The number of low-income parents who are recipients of gift books for their newborn children and who register as a DCPL customer will increase by 10% each year of the plan.

Program:

1. DCPL will provide programs to school age children (grades 1-8) to enhance, and motivate a life-long reading habit. *Timeframe: FY2003-2007.*

2. DCPL will develop a new and re-vitalized young adult program to attract young adults to the library and to solicit their input in the design and operation of a teen center in renovated or newly constructed library facilities. *Timeframe: January 2003-December 2005.*

3. Continue and enhance the Reach Out and Read (ROAR) program and other Language and Reading Readiness (emergent literacy) services to children ages newborn through five. *Timeframe: FY2003-2007.*

4. Work closely with the Department of Human Services to develop, and provide family literacy programs in neighborhoods with a high percentage of TANF recipients. *Timeframe: FY2003-2007.*

5. Work closely with the D.C. Public Schools to provide leadership, and professional expertise to the DCPS transformational schools library media centers to facilitate collection development, and development of high quality library media programs as instructional support. *Timeframe: FY2003-2007.*

NEED #5

Residents of the District of Columbia with diverse cultural and socio-economic backgrounds, and disabilities, and other underserved populations can benefit from targeted outreach services provided by the DCPL, and in collaboration with other agencies.

Summary Needs Assessment

- The DCPL does not have a sufficient number of library materials in languages other than English to meet the needs of an increasingly diverse population.

- According to the 1999 Census, 18% of the D.C. population is over 60 years of age. When "baby boomers" start turning sixty in 2006, the senior population will increase by 1% to 2% per year. The DCPL must review, and evaluate library services for seniors, to meet the needs of this important age group.

- DCPL needs to continue to serve the needs of the deaf community in the District of Columbia.

- DCPL needs to better serve the needs of the differently-able community in the District, especially through the use of assistive technology.

Goal #5
Provide and improve library services for underserved residents of the District of Columbia, especially those with diverse cultural and socio-economic backgrounds, and disabilities.

LSTA Purpose
To target library, and information services to persons having difficulty using a library, and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below poverty line. Electronically link libraries with educational, social, or information services. Pay costs for libraries to acquire or share computer systems and telecommunications technologies.

Key Output Targets:

- DCPL will add 1200 items (print and non-print) in world languages each year for the next five years.

- By July 2004, the DCPL website and key library system documents will be available in three languages, other than English, that are used by DCPL customers.

- DCPL will develop an updated model for the provision of library services to seniors and their caregivers in the District of Columbia by September 2004.

- DCPL will continue to develop a series of programs designed to increase public awareness of the deaf community and its needs in the District of Columbia.

- The public libraries in the District of Columbia will acquire assistive technology, to meet the needs of the differently able community in the District of Columbia to access fully all library services. To do so DCPL will conduct a survey of users to determine their needs.

- DCPL will work to implement the recommendations of the National library Service to enhance the Library for the Blind and Physically Handicapped.

Key Outcome Targets:

- The circulation of world language library materials will increase by 5% each year.

- The number of web-generated customer comments in languages, other than English, will increase by 20%.

- The number of senior citizens and caregivers who utilize services at the public libraries of the District of Columbia will increase by 5% each year.

- Each year at least 1000 people will participate in deaf awareness public programs or in programs designed to give deaf citizens full access to library, and other community services.

- The use of assistive technology will increase by 10%, by September 2006.

- By 2007 the Library for the Blind and Physically Handicapped at DCPL will be incompliance with National Library Service Standards.

Programs:

1. Using 2000 Census data, and input from neighborhood librarians, DCPL will determine the languages that need to be included, and set up purchase programs with appropriate vendors to acquire library materials to match these needs. *Timeframe: FY2003-2007.*

2. A new model for the provision of library services to seniors will be developed, and implemented. *Timeframe: FY2003*

3. In collaboration with area schools, and other organizations serving the deaf community in the District of Columbia, the public libraries in the District of Columbia will continue to provide a wide variety of programming including, public awareness programs, sign language classes, and activities to promote hearing screenings. DCPL will work closely with the Friends of Library Services to the Deaf Community to encourage participation in library programs for the deaf, and to solicit input on the content of the programs. *Timeframe: FY2003-2007.*

4. DCPL will conduct a thorough review of current assistive/adaptive technologies, survey users of this technology to determine their needs, and develop a detailed plan to purchase, and maintain the software and hardware.

5. DCPL will purchase appropriate assistive technology and maintenance, and train library staff on its use. *Time Frame: May 2003- September 2004*

NEED #6

The ability of library reference staff in the District of Columbia to use Internet information resources must be improved to meet the needs of library customers.

Summary Needs Assessment

- Given budgetary constraints, the availability of easily accessible computing resources for the DCPL staff lagged behind computing resources provided for the public. The Library has worked hard to correct this situation. With the help of federal funding, locally appropriated funds, and contributions from the DCPL Foundation, DCPL staff now has improved access to adequate computing resources. The challenge now is to provide staff with the training necessary to develop the information technology skills they need to assist customers in accessing, evaluating, and using the expanding electronic resources available through the Internet and the World Wide Web – in other words, to help them become information literate.

- With the proliferation of electronic information resources, there is a need to evaluate these resources, examine usage, and promote use of these resources by library staff and the public.

Goal #6
Improve reference services by providing extensive training to reference staff on the effective use of the Internet to answer customer questions at the library and remotely.

LSTA Purpose
To assist libraries in accessing information through electronic networks. Pay costs for libraries to acquire or share computer systems and telecommunications technologies.

Key Output Targets:

- By January 2003, five reference librarians will be trained on the use of Internet resources to meet reference needs. These librarians will then train their colleagues.

- By September 2007, 95% of all reference librarians will have been trained on the use of Internet resources to meet reference needs.

- Usage statistics for electronic resources will be monitored, and reviewed quarterly.

Key Outcome Targets:

- The percentage of virtual reference transactions to total reference transactions will increase by at least 10% each year.

- The success rate for reference transactions at public libraries in the District of Columbia will increase by 5% as measured by a reference satisfaction survey instrument.

- Usage statistics for electronic databases will increase by 20% each year.

Programs:

1. Develop and implement an extensive train the trainer program for reference staff on the effective use of the Internet to answer reference questions. *Timeframe: January 2003.*

2. Establish a digital reference, and information service that gives the public access to reference assistance via the Internet. Establish membership in a virtual reference collaborative. *Timeframe: July 2003.*

3. Establish a regular evaluation plan for the use, and acquisition of electronic resources. *Timeframe: January 2003.*

4. Develop marketing strategies for informing customers of electronic resources, and digital reference services. *Timeframe: FY2004-2004.*

NEED #7

Promoting the preservation of local history resources by developing programs, and collaborating with other agencies, and types of libraries in the area of local history.

Summary Needs Assessment

- The history of Washington, D.C. as the nation's capital, as well as a vibrant city with its own unique history and culture, needs to be preserved through the collaborative efforts of various cultural and educational institutions in the city.

- The ephemeral and transitory nature of local history resources necessitates a coordinated program of preservation and access that makes the best use of emerging technologies.

Goal #7
Preservation of local history resources and improved access to their use.

LSTA Purpose
Establishing or enhancing electronic linkages among or between libraries. Encouraging libraries in different areas, and encouraging different types of libraries, to establish consortia and share

resources. Paying costs for libraries to acquire or share computer systems and telecommunications technologies.

Key Output Targets:

- By October 2004 increase the number of Finding Aids mounted on the website by 50%, including an electronic version of the guide to oral histories.

- By October 2003, the Oral History Research Center at the Washingtonian Division will be reestablished.

- By October 2004, DCPL will collaborate with other repositories to identify oral histories documenting Washington, D.C. history held by, at least, three local institutions other than DCPL.

- By October 2004, DCPL will develop a webpage of online information and tools to encourage oral history projects.

- By September 2007, four collections will be processed and added to the D.C. Community Archives.

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Key Outcome Targets:

- By October 2003, a base line for the number of websites hits on our web-mounted Finding Aids will be established.

- By October 2005, there will be a 5% increase in hits on the Finding aids mounted on our website.

- By October 2005, we will have a base line for the number of website hits on our Oral History research Center help page.

Program:

1. *Work with other Washington historical organizations to devise a plan to select collections for digitization.* *Timeframe: October 2003-2007*

2. The D.C. Community Archivist will process (accession, describe, and write Finding Aids) for at least four collections in the D.C. Community Archives. Time Frame: October 2003-2007

3. The D.C Community Archivist will initiate and develop a city-wide project to encourage oral history projects and provide online access to oral histories held at DCPL and other repositories.

NEED #8

The Government Documents Depository Program in the public libraries of the District of Columbia needs to be restructured to provide better access to all federal government documents.

Summary Needs Assessment

- The decentralization of the government documents within DCPL has resulted in decreased accessibility to these valuable resources.

- DCPL is not in compliance with the Instructions to Depository Libraries in three of the areas designated by the Government Printing Office.

- The increased availability of government documents *only* in electronic format has created a need for computing resources dedicated to accessing government documents.

- The increased availability of government documents *only* in electronic format has created a need for staff training in the use of these resources.

Goal #8
Increase access to government documents in both print and non-print formats at DCPL.

LSTA Purpose
Electronically linking libraries with educational, social, or information services. Assisting libraries in accessing information through electronic networks. Paying costs for libraries to acquire or share computer and telecommunications technologies.

Key Output Targets:

- By June 2005, government documents will be consolidated.

- By July 2003, a dedicated computer workstation will be available to customers to access electronic government documents.

- By October 2004, at least 75% of all government documents will be cataloged and the records will be available through the DCPL web-based catalog.

- By September 2004, 50% of DCPL reference staff will be trained to E-Competencies for Federal Depository Librarians.

Key Outcome Targets:

- By June 2005, customers will be successful in locating print format government documents at DCPL 80% of the time.

- By January 2003 customers will be able to view and print electronic government documents from a dedicated workstation in the consolidated government documents unit.

- Customers will be able to locate 80% of all government documents, both print and non-print, through the DCPL web-based catalog.

- By September 2006, 75% of reference librarians will meet the E-competencies for Federal Depository Librarians as defined by GODORT.

- By September 2007, DCPL will be in full compliance with the Government Printing Office Instructions to Depository Libraries.

Program:

1. A plan to consolidate all government documents will be developed. *Timeframe: September 2002-January 2003.*

2. Government documents will be cataloged and added to the DCPL web-based catalog via vendor supplied MARC records. *Timeframe: FY2003- 2007*

3. To take full advantage of the cataloging of government documents and to improve access to them, these items will be consolidation in one physical location. *Timeframe: FY2003-2005.*

4. A computer workstation will be installed that meets the minimum technical requirements for public access workstations in Federal Depository Libraries as issued by the Government Printing Office. *Timeframe: January 2003.*

5. A training program will be developed and implemented to train DCPL reference staff in E-competencies as established by GODORT. *Timeframe: FY2003-2004.*

NEED #9

Public awareness of Black Studies library services, programs, and collections can be improved by the D.C. Public Library, assuming a leadership role in coordinating regional efforts in this area.

Summary Needs Assessment

- Given the large percentage of African-Americans in the District of Columbia, and the importance of their contributions to the history and culture of the city, it is appropriate that the Black Studies Division of the Martin Luther King, Jr. Memorial Library develops a strategic plan to increase public awareness of these important library collections, services, and programs.

- Access to the specialized collection in the Black Studies Division needs to be enhanced by use of the many technologies now available.

- The DCPL should play a significant leadership role in collaborative efforts among libraries and other organizations and associations in the Washington area with significant collections of and interest in Black Studies

Goal #9
Develop a strategic plan for the Black Studies Division of the Martin Luther King, Jr. Memorial Library with special emphasis on the use of technology.

LSTA Purpose
To encourage libraries in different areas, and encourage different types of libraries, to establish consortia and share resources. Pay costs for libraries to acquire or share computer systems and telecommunications technologies. Establish or enhance electronic linkages among or between libraries.

Key Output Targets:

- By June 2003, three other Black studies collections in urban public libraries will be studied to identify best practices.

- By October 2003, a strategic plan will be developed for the Black Studies Division of the Martin Luther King, Jr. Memorial Library, which includes detailed plans for the use of technology in the preservation of Black Studies resources, and to disseminate information about the resources.

- By January 2004, the Black Studies Division of the Martin Luther King, Jr. Memorial Library will debut a new web page highlighting its programs, services, and collections.

- By July 2003, DCPL will host a seminar with participants from Black historical and cultural organizations in the Washington metropolitan area to discuss collaborative efforts, especially in the area of electronic access and public awareness.

Key Outcome Targets:

- By September 2006, visitors to the Black Studies Division of the Martin Luther King, Jr. Memorial Library (both in person and virtual) will have increased by 30%.

- By June 2004, 70% of the action items identified in the strategic plan will have been implemented.

- Participants in a seminar sponsored by DCPL will collaborate on a project to preserve local African-American history resources.

Program:

1. Benchmark best practices by visiting three other African-American special collections in urban public libraries. *Timeframe: October 2002-June 2003.*

2. Develop a strategic plan with stakeholder input. *Timeframe: FY2002-2003.*

3. Develop a Black Studies web page. *Timeframe: June 2003-January 2004.*

NEED #10

Increase public awareness of all library programming, especially those supported by LSTA funds, through a dynamic marketing plan.

Summary Needs Assessment

- It is vitally important that library programs, and services be communicated effectively to residents who can benefit from them.

- Outreach services, and programs for residents who are members of underserved populations will be more effective if they are marketed vigorously.

- Good communication is necessary to inform both the public, and government officials about library services and programs in order to build support for DCPL.

Goal # 10
Develop and implement a marketing plan to establish the framework for a strategic approach to marketing, promoting and advertising public library services to targeted communities in the District of Columbia.

LSTA Purpose
Targeting library and information services to persons having difficult using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below poverty line.

Key Output Targets:

- By October 2005 media exposure for programs and services of the public libraries in the District of Columbia will increase by 10%.

- 20% increase in number of persons who say they learned about public library programming in the District of Columbia through a targeted marketing campaign.

- Develop a database of media outlets, both print and electronic, for targeting population-specific news releases.

- By September 2004 increase by 10% the number of registered library users in neighborhoods targeted as serving special and underserved populations.

- By January 2004 increase the number of public library related articles in specialized media outlets serving targeted neighborhoods

Program:

1. Institute a program to update all interior and external signage to create visual continuity throughout the library system and to bring all signage into compliance with ADA requirements. *Timeframe: FY2003-2004.*

2. Develop and implement strategic marketing plans that target underserved communities. *Timeframe: FY2003-2007.*

3. Develop stronger affiliations and collaborations with other libraries and organizations to help promote DCPL services and programs. *Timeframe: FY2003-2007.*

4. Continue to strengthen collaboration with DC Public Schools to encourage student use of libraries.

5. Work with Information Technology Department to develop a public awareness campaign to promote new library training classes and to gain input on customer needs. *Timeframe: FY2004*

STAKEHOLDER INVOLVEMENT PROCEDURES

The planning for the 2003-2007 LSTA Five Year Plan for public library services in the District of Columbia has been incorporated into a rigorous strategic planning effort for the District of Columbia Public Library, and for the District of Columbia Government. The unique situation of the D.C. Public Library as the only public library in the District of Columbia made this approach the most efficient and effective. It also proved to be the approach that was the least intrusive on our customers and stakeholders.

The District of Columbia Public Libraries *2000-2002 Strategic Plan: Building Capacity for Building Community,* has served as the Library's blueprint for the provision of library services for the citizens of the District of Columbia. This plan was revised and updated as part of a District-wide strategic planning process beginning in 2001, and continuing with monthly monitoring and updating. The strategic planning process employed by the District of Columbia is outcomes-based and performance goals for the Library are based on these target goals. As part of the strategic planning process DCPL participated in the Citizen Summits held in October of 1999, and 2001 that provided direct citizen input into the strategic direction of the City. In addition the Library held a series of public meetings in the spring of 2002 called "Community Conversations" that informed the public about DCPL's plans for the future and solicited their input. DCPL considers these conversations to be just the beginning of an ongoing dialogue with our stakeholders.

Planning for the 2003-2007 LSTA Plan was also informed by the evaluation of the District of Columbia's 1997-2002 LSTA Plan. In the course of that evaluative process, which was directed by an external consultant, HGM Management and Technologies, Inc., it became clear that the programs and initiatives that had been supported by the LSTA grants had addressed the needs of the community, and should be continued. DCPL will build on these successful programs, as well as, developing new programs and initiatives to further the purposes of LSTA in public libraries in the District of Columbia.

An LSTA Advisory Committee will be established to represent stakeholders as the implementation of the Five-Year Plan moves forward. Representatives will include residents of the District of Columbia from the special populations targeted by the Five-Year Plan, staff from local publicly supported libraries in the District, community leaders, and public library staff members. Throughout the term of the plan the Library will solicit input on specific programs, and initiatives to determine if the plan is being implementing in a manner consistent with the goals of the LSTA, and the strategic direction of the District of Columbia Public Library. A process for reviewing proposals for LSTA funding will be developed.

COMMUNICATIONS PROCEDURES

After final approval of the Five-Year Plan by IMLS, they will be available in print throughout the library system, in appropriate agencies and locations outside the Library, and electronically through the DCPL website. Comments will be solicited, and customers will be able to send comments in person and through a web page suggestion form. In adherence to the District-wide standards for customer service these comments will be acknowledged within 48 hours of receipt.

Any substantive revisions to the Plan, especially to the needs and goals, will be submitted to IMLS according to the provisions of the LSTA, and to appropriate stakeholders. Notification will be sent electronically and followed up with hard copy.

The District of Columbia Public Library will publicize important achievements made possible by LSTA funding as part of a strategic marketing plan, as well as to meet reporting requirements. Particular attention will be paid to communicating the success of LSTA funded activities, and programs to the communities and constituencies targeted for specific outreach. All appropriate channels of communication will be employed to reach a wide audience of stakeholders and the general public.

METHODOLOGY FOR EVALUATION

The evaluation methodology includes a unified set of principles, rules and processes for assessing, and demonstrates the extent to which the DCPL has met its goals. The public library in the District of Columbia will adopt a proven method of evaluation by taking a holistic approach to the processes. This includes inviting stakeholders to review program contents and activities, conduct ongoing focus group meetings, customer surveys, and questionnaires, reviewing grants administrator's reports, monitoring of monthly, quarterly, and annual target dates. These evaluation methodologies will facilitate improved communication, and tracking of program activities to determine the extent to which goals are achieved and identify, and address shortfalls. This will ultimately satisfy the reporting requirements of LSTA.

The District of Columbia Public Library plans to have a staff member whose primary responsibility will be the monitoring of LSTA activities, including any sub-grantee projects. This person will track all program activities, prepare all required reports, and chair the LSTA Advisory Committee.